## **ORDER**

**EU15** Orders Order / Rev: 69364 /Brad Alt Order #: Product Desc: **WLYH CW15** Estimate: Millennium Washington DC Flight Dates: 11/01/12 - 11/06/12 Primary AE: Sales Office: Original Date / Rev: 10/31/12 / 11/05/12 **MNAT** Order Type: **GENERAL** Sales Region: National **Greer Margolis Mitchell** Name: Agency **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Billing Cycle: 1010 Wisconsic Ave EOM/EOC Agency Commission: Washington, DC 20007 15% Advertiser Name: Obama/D/President A35+ New Business Thru: Demographic: **Product Codes: Presidential Elections** Order Separation: 00:15:00 Priority: P-2 Advertiser External ID: Revenue Codes: AGY, POL-CAND, GEN Agency External ID:

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	108	\$11,410.00	\$9,698.50

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	108	\$11,410.00	\$9,698.50	0.00
Totals	108	\$11,410.00	\$9,698.50	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share	Share	Total
WLYH CW15	5%	\$11,410.00
Market	100%	\$228,200.00

Competitive Share	Share	Total
EHP	0%	\$0.00
UNKWN	95%	\$216,790.00
WGAL	0%	\$0.00
WHP	0%	\$0.00
WHTM	0%	\$0.00
WPMT	0%	\$0.00

L	_n	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E	1	WLYH	11/01/12	11/05/12	Daily Buzz Daily Buzz	CM	7-9a	M TF	:30	4	\$35.00 P-2	0.00 NM	4	\$140.00
E	2	WLYH	11/01/12	11/05/12	M-F 9a-10a M-F 9a-10a	СМ	9a-10a	M TF	:30	4	\$55.00 P-2	0.00 NM	4	\$220.00
E	3	WLYH	11/01/12	11/05/12	M-F 10a-11a M-F 10a-11a	СМ	10a-11a	M TF	:30	4	\$55.00 P-2	0.00 NM	4	\$220.00
Е	4	WLYH	11/01/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	M TF	:30	4	\$55.00 P-2	0.00 NM	4	\$220.00
Е	5	WLYH	11/01/12	11/05/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	M TF	:30	4	\$55.00 P-2	0.00 NM	4	\$220.00
Е	6	WLYH	11/01/12	11/05/12		CM	1p-2p	M TF	:30	4	\$55.00 P-2	0.00 NM	4	\$220.00

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Order / Rev: 69364

Alt Order #: /Brad

Advertiser: Obama/D/President

Product Desc:

Flight Dates: 11/01/12 - 11/06/12 Es

Estimate:

WLYH CW15

Ln C	h	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ts	Rate Pri	Rtg Type	Spots	Amount
'				M-F 1p-2p M-F 1p-2p									_
E 7 W	'LYH	11/01/12	11/05/12	M-F 2p-3p M-F 2p-3p	СМ	2р-3р	M TF	:30	4	\$55.00 P-2	0.00 NM	4	\$220.00
E 8 W	'LYH	11/01/12	11/05/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	M TF	:30	4	\$80.00 P-2	0.00 NM	4	\$320.00
E 9 W	'LYH	11/01/12	11/05/12	M-F 4p-5p M-F 4p-5p	CM	4р-5р	M TF	:30	4	\$55.00 P-2	0.00 NM	4	\$220.00
E10 W	'LYH	11/01/12	11/05/12	M-F 5p-6p M-F 5p-6p	CM	5р-6р	M TF	:30	4	\$50.00 P-2	0.00 NM	4	\$200.00
E11 W	'LYH	11/01/12	11/05/12	M-F 6p-7p M-F 6p-7p	СМ	6р-7р	M TF	:30	4	\$55.00 P-2	0.00 NM	4	\$220.00
E12 W	'LYH	11/01/12	11/05/12	Sa Prime Access Rota Sa 7p-8p	toCM	7р-8р	S-	:30	1	\$80.00 P-2	0.00 NM	1	\$80.00
E 13 W	'LYH	11/01/12	11/05/12	M-F 7-730p M-F 7p-730p	СМ	7p-730p	M TF	:30	4	\$275.00 P-2	0.00 NM	10	\$2,250.00
Spot 1 M		Date Ran 11/01/12-		Description 11-F 7-730p	<u>Star</u> 7p-7	t/End Time 30p	_	<u>/eekdays</u> ThF	Leng	_	Rtg Type 0.00 NM		
		MG 13.5 Avail]	,13.6,13.7,	13.8,13.9,13.10,13.11									
5 Λ	-	-	11/05/12 M	lon Reg 2	9p-1	0р	M	[	::	30 \$475.00	0.00 NM		
M		for 14.11, within Fli		35.1,14.9,13.1									
6 Λ	-		911) 11/05/12 S	un Reg 2	8p-9	р	-	Su	. :	30 \$225.00	0.00 NM		
(f)		for 14.11, within Fli		35.1,14.9,13.1									
	) MG	for 14.11,	36.1,14.1,	a-Su 10p-1030p News 35.1,14.9,13.1	10p-	1030p	=	SaSu	. :	30 \$120.00	0.00 NM		
8 Λ	-	3 within Fli 11/01/12-	· .	a-Su 10p-1030p News	10p-	1030p	-	SaSu	. :	30 \$120.00	0.00 NM		
	) MG		36.1,14.1,	35.1,14.9,13.1	- '					,			
			11/05/12 M	0	8p-9	р	M		:	30 \$400.00	0.00 NM		
(9)		tor 14.11, within Fli		35.1,14.9,13.1									
10 Λ	/LYH	11/01/12-	11/05/12 S	a 1030p-1130p	1030	)p-1130p	-	Sa	:	30 \$50.00	0.00 NM		
0		for 14.11, within Fli		35.1,14.9,13.1									
			11/05/12 M	• •	2p-3	р	M	[	:	30 \$35.00	0.00 NM		
e.		for 14.11, within Fli		35.1,14.9,13.1									
E14 W	LYH	11/01/12	11/05/12	M-F 730p-8p	CM	730p-8p	M TF	:30	8	\$200.00 P-2	0.00 NM	7	\$1,075.00
				M-F 730p-8p									

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WLYH CW15

Order / Rev: 69364

Advertiser: Obama/D/President

Alt Order #: /Brad

Product Desc:

Flight Dates: 11/01/12 - 11/06/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Typ	e Spots	Amount
E 14 WLYH	11/01/12	11/05/12	M-F 730p-8p M-F 730p-8p	СМ	730p-8p	M TF-	- :30	8	\$200.00 P-2	0.00 NI	Л 7	\$1,075.00
	Date Ran		Description .		t/End Time		Weekdays	Leng		Rtg Type		
			<i>1-F 730p-8p</i> 13.8,13.9,13.10,13.11	730	o-8p		M ThF	- ::	30 <del>(\$200.00)</del>	0.00 NI	И	
[No	Avail]											
			<i>1-F 730p-8p</i> 11,14.12,14.13,14.14	730	o-8p		M ThF	- ::	30 <del>(\$200.00)</del>	0.00 N/	И	
[Pr	eempted b	y NSM]										
			<i>1-F 730p-8p</i> 11,14.12,14.13,14.14	730	o-8p		M ThF	- ::	30 <del>(\$200.00)</del>	0.00 NI	И	
	eempted b		11,14.12,14.13,14.14									
			1-F 730p-8p	730	o-8p		M ThF	- ::	30 <del>(\$200.00)</del>	0.00 NI	И	
	e MG 14.9 eempted b		11,14.12,14.13,14.14								1	
			1-F 730p-8p	730	o-8p		M ThF	- ::	30 <del>(\$200.00)</del>	0.00 NI	И	
	e <i>MG 14.9</i> eempted b		11,14.12,14.13,14.14									
9 WLYH	11/01/12-	11/05/12 N	Л-F 730p-8p	730	o-8p		M ThF	- ::	30 <del>(\$200.00)</del>	0.00 NI	И	
_	e <i>MG 13.5</i> Avail]	,13.6,13.7,	13.8,13.9,13.10,13.11									
	_	11/05/12 N	1-F 730p-8p	730	o-8p		M ThF	- :3	30 \$200.00	0.00 N	Л	
	6 for 14.4,1 G within Fli	4.7,24.3,1	4.3,14.6									
		-	1-F 7-730p	7p-7	'30p		M ThF	- :	30 <del>(\$275.00)</del>	0.00 NI	И	
		,13.6,13.7,	13.8, 13.9, 13.10, 13.11									
-	Avail] 11/01/12-	11/05/12 S	at Reg 2	9p-1	0p		Sa	- :3	30 \$175.00	0.00 NI	И	
⊕ MG	for 14.4,1	4.7,24.3,1	-	·								
	3 within Fli -11/01/12		Su 1130p-12a	1130	Op-12a		Si	u :3	30 \$50.00	0.00 NI	Л	
₩ мо	6 for 14.4,1	4.7,24.3,1	•						,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
	G within Fli -11/∩1/12		Su 1130p-12a	113(	Op-12a		Si	n -4	30 \$50.00	0.00 NI	4	
⊕ мо	for 14.4,1	4.7,24.3,1	•	110	5p 12u		5	и .	σο φου.σο	0.00 141		
	G within Fli		M 5 40 4000 N		10 1000	16 MD			<b>A</b> 405.00 <b>D</b> .0	0.00.11		<b>4500.00</b>
E 15 WLYH	11/01/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW		10p-1030p	M TF-	- :30	4	\$125.00 P-2	0.00 NI	<b>Л</b> 4	\$500.00
E 16 WLYH	11/01/12	11/05/12	M-F 1030p-11p M-F 1030p-11p	СМ	1030p-11p	M TF-	- :30	4	\$65.00 P-2	0.00 N	Л 4	\$260.00
E 17 WLYH	11/01/12	11/05/12	M-F 11p-1130p M-F 11p-1130p	CM	11p-1130p	M TF-	- :30	4	\$50.00 P-2	0.00 NI	<u>Л</u> 4	\$200.00
E 18 WLYH	11/01/12	11/05/12	M-F 1130p-12a	CM	1130p-12a	M TF-	- :30	4	\$50.00 P-2	0.00 N	<u>Л</u> 4	\$200.00
			M-F 1130p-12a									
E 19 WLYH	11/01/12	11/05/12	Sa 1030p-1130p Sa 1030p-1130p	СМ	1030p-1130p	S	- :30	1	\$50.00 P-2	1N 00.0	<i>I</i> 1	\$50.00
E 20 WLYH	11/01/12	11/05/12	Sa 1130p-1230a Sa 1130p-1230a	CM	1130p-1230a	S	- :30	1	\$50.00 P-2	0.00 NI	Л 1	\$50.00
E 24 WLYH	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	CM	8p-9p	S	- :30	2	\$150.00 P-2	0.00 NI	Л 1	\$150.00
	Date Ran	<u>ge</u> <u>C</u> 11/05/12 S	Description Sat Reg 1	<u>Star</u> 8p-9	t/End Time		Weekdays	<u>Leng</u>	<u>gth</u> <u>Rate</u> 30 <del>(\$150.00)</del>	Rtg Type		
Se		,14.10,14.	11,14.12,14.13,14.14	26.0			24	•	(,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,			
E 26 WLYH		•	Sun Reg 2 Sun 8p-9p	CM	8p-9p		S :30	1	\$150.00 P-2	0.00 NI	Л 1	\$150.00
E 27 WLYH	11/01/12	11/05/12	<u> </u>	СМ	9p-10p		S :30	1	\$135.00 P-2	0.00 N	<u>Л</u> 1	\$135.00
											_1	

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Order / Rev: 69364

Alt Order #: /Brad Product Desc: WLYH CW15

Advertiser:

Obama/D/President

Flight Dates: 11/01/12 - 11/06/12 Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 28 WLYH	11/01/12	11/05/12	Big East Football Big East Football	CM	Various	S-	:30	1	\$70.00 P-2	0.00 NM	1	\$70.00
N29 WLYH	11/01/12	11/05/12	Su 6-7p Su 6p-7p	СМ	6р-7р	S	:30	1	\$55.00 P-2	0.00 NM	1	\$55.00
N30 WLYH	11/01/12	11/05/12	<u> </u>	CM	7p-8p	S	:30	1	\$225.00 P-2	0.00 NM	4	\$225.00
1 WLYH	Date Rang 11/01/12-1 e MG 30.2.	11/05/12 S	Description Sun Reg 1	Star 7p-8	t/End Time sp	_	/eekdays Sι	Leng		Rtg Type 0.00 NM		
[Du	e to Politic	al] Due to	Political	7.00			Т		20	0.00 NM		
⊕ MG	11/06/12-1 for 30.1 1 within Flig	1/04	ally Buzz	7-9a	l	-	1		30 \$60.00	U.UU INIVI		
3 NLYH ⊕ MG	11/06/12-1 for 30.1 1 Gwithin Flig	11/06/12 M 1/04	1-F 9a-10a	9a-1	0a	_'	T	:3	30 \$55.00	0.00 NM		
4 NLYH ⊕ MG	-	11/06/12 M 1/04	1-F 11a-12p	11a-	-12p	- '	T	:3	30 \$55.00	0.00 NM		
5 NLYH M MG	11/06/12-1 for 30.1 1 within Flig	11/06/12 M 1/04	1-F 12p-1p	12p-	-1p	_'	Т	:3	30 \$55.00	0.00 NM		
			Sa-Su 10p-1030p New CBS 21 News on CW		10p-1030p	11	:30	2	\$120.00 P-2	0.00 NM	2	\$240.00
N33 WLYH	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	CM	8p-9p	M	:30	1	\$250.00 P-2	0.00 NM	1	\$250.00
N34 WLYH	11/01/12	11/05/12	<u>' '</u>	СМ	8p-9p	F	:30	1	\$325.00 P-2	0.00 NM	1	\$325.00
N35 WLYH	11/02/12	11/05/12	M-F 7-730p M-F 7p-730p	CM	7p-730p	M F	:30	2	\$275.00 P-2	0.00 NM	1	\$275.00
1 WLYH See	Date Rang 11/02/12-1 e MG 13.5, Avail]	11/05/12 N	Description 14-F 7-730p 13.8,13.9,13.10,13.11	<u>Star</u> 7p-7	t/End Time '30p	_	<u>/eekdays</u> F	Leng ::		Rtg Type 0.00 NM		
N36 WLYH	11/02/12	11/05/12	M-F 730p-8p M-F 730p-8p	СМ	730p-8p	M F	:30	2	\$200.00 P-2	0.00 NM	1	\$200.00
1 WLYH		11/05/12 N	Description 1-F 730p-8p 13.8,13.9,13.10,13.11		t/End Time o-8p	_	<u>/eekdays</u> F	Leng ::	gth <u>Rate</u> 30 <del>(\$200.00)</del>	Rtg Type 0.00 NM		
[No	Avail]			CM	7- 0-	S	-20		\$205.00 D.0	0.00 NIM		<b>#225.00</b>
N37 WLYH	11/01/12	11/05/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p		:30	1	\$225.00 P-2	0.00 NM	1	\$225.00
N38 WLYH	11/01/12	11/05/12	Sa Prime Access Rota Sa 7p-8p	to€M	7p-8p	S-	:30	1	\$80.00 P-2	0.00 NM	1	\$80.00
N39 WLYH	11/02/12	11/05/12	M-F 10p-1030p News CBS 21 News on CW		10p-1030p	M F	:30	2	\$125.00 P-2	0.00 NM	2	\$250.00
N40 WLYH	11/01/12	11/05/12	Sa-Su 10p-1030p New CBS 21 News on CW		10p-1030p	SS	:30	2	\$120.00 P-2	0.00 NM	2	\$240.00
N41 WLYH	11/01/12	11/05/12	Sat Reg 1 Sat 8p-9p	СМ	8p-9p	S-	:30	1	\$150.00 P-2	0.00 NM	1	\$150.00
N42 WLYH	11/01/12	11/05/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	S-	:30	1	\$175.00 P-2	0.00 NM	1	\$175.00
N43 WLYH	11/01/12	11/05/12	Sun Reg 2 Sun 8p-9p	СМ	8p-9p	S	:30	1	\$150.00 P-2	0.00 NM	1	\$150.00
N44 WLYH	11/01/12	11/05/12	Sa 1030p-1130p Sa 1030p-1130p	СМ	1030p-1130p	S-	:30	1	\$50.00 P-2	0.00 NM	1	\$50.00
N		11/05/12		СМ				1	P-2	0.00 NM	1	\$55.00

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Order / Rev:	69364	Advertiser:	Obama/D/President	
Alt Order #:	/Brad	Product Desc:		WLYH CW15
Flight Dates:	11/01/12 - 11/06/12	Estimate:		

Ln Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
45 WLYH	11/02/12		M-F 2p-3p M-F 2p-3p		2p-3p	M F	:30		\$55.00			
N46 WLYH	11/01/12	11/05/12	Mon Reg 1 Mon 8p-9p	СМ	8p-9p	M	:30	1	\$400.00 P-2	0.00 NM	1	\$400.00
N47 WLYH	11/01/12	11/05/12	Mon Reg 2 Mon 9p-10p	СМ	9p-10p	M	:30	1	\$475.00 P-2	0.00 NM	1	\$475.00

Totals 108 \$11,410.00